



CARTOON FORUM CATALUNYA PRESENTS THE LATEST GENERATION OF EUROPEAN ANIMATION

The forum will present 400 hours of animation series in 60 projects with a total budget of 216 million euros

Multi-platform content generates increasing interest

Cartoon Forum is celebrating coming of age from September 19-22 in the Catalonian city of Girona, presenting the latest generation of European animation series, with the participation of 750 sector professionals.

The business forum will host 60 projects from 12 different countries, summing up about 400 hours of content and a budget of 216 million euros.

France will head up the 18th Cartoon Forum with 15 projects, followed by the UK with 12 and Spain with 11, while Germany and the Nordic countries will present six projects each.

The leading trends in audience and format continue to be 26-chapter series 10-13 minutes in length directed at six to thirteen year-olds.

In terms of production, 2D animation continues to prevail over 3D, with the average cost per minute produced standing at 9 000 - 10 000 euros.

Also worth highlighting is animation producers' growing interest in multi-platform content, with a significant number of this year's projects conceived to be reproduced on new technology formats (HD) and distributed on new platforms (VOD, IPTV, ADSL TV, mobile telephony, etc.)

Cartoon Forum Catalunya will also host the **Cartoon d'Or 2007** awards ceremony for best European animated short film and the Cartoon Tributes for television, which elects the best producer, broadcaster and investor of the year.

This is the fourth time that the **Cartoon Forum** is being held in Spain, following editions in Lanzarote (1990), Córdoba (1999) and Santiago de Compostela (2004). This year, the event will be celebrated in a region with one of the most thriving traditions in European animation.

Since **Cartoon Forum** was created 18 years ago, over 300 projects have obtained financing to the tune of over 1 billion euros and are currently being produced or broadcast in countries all over the world.

Organised by **CARTOON** (European Association of Animation Film) with the support of the MEDIA Programme of the European Union, the main partners of Cartoon Forum Catalunya are Generalitat de Catalunya - Institut Català de les Indústries Culturals (ICIC), Televisió de Catalunya (TVC) and Catalan Films & TV (CF&TV). The event also has the support of Ajuntament de Girona, Instituto de la Cinematografía y de las Artes Audiovisuales (ICAA), MEDIA Antena Catalunya and Universitat de Girona.

For further information, please visit www.cartoon-media.be where you will be able to obtain more details on the projects as well as high resolution images.

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Cartoon Organisation : Annick Maes

Te. : (32) (2) 242 93 43 - annick.maes@cartoon.skynet.be

International Press : Gerardo Michelin

Tel.: (34) (630) 57 22 68 - gmichelin@ya.com